

Optimization Design and Pattern Analysis of Information Website Navigation

-- Taking "Dudu Dudu Information Service Park" as An Example

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Abstract

With the development of the Internet, the rapid rise of e-commerce in China, a large number of information technology enterprises, venture capital companies, etc. Have been developing e-commerce. The dotcom bubble of 2000 taught us that websites must be as profitable as traditional companies if they are to last. Therefore, the study of profit model is particularly important. This article first discusses the website of the basic situation of profit model, combining the characteristics of the profit pattern of information service website, the last in this series of website profit pattern for reference, formulate choice suitable for garden "" du du du du information service website the profit pattern of development, to" beep beep garden "information service service website profit to offer help.

Keywords

E-commerce; Dudu dudu information service park; Profit model.

1. Introduction of Website Profit Model

(a) what is the website profit model

How does a website make money? This may be a lot of grassroots webmaster are very concerned about the topic. Perhaps many people know, as long as the site has traffic can make money. Because had flow, can hang advertisement, collection advertisement fee. But some people say, now is the world of precision traffic, early years by mass traffic to make money has become less and less market. The so-called website profit model, is actually very simple, is the site to have income, and income from where? How do users pay for your site? Is this income growth and sustainability? This is the key that profit pattern needs to pay attention to. In the Internet is very developed today, all kinds of websites such as haohaiyunyan, many websites have become large gold suction, more and more people rely on the website started, one of the outstanding such as ding lei, zhang chaoyang are expensive. The so-called website profit model is also the website to make money, channels, these people are through the website, how to get wealth.

(ii) website profit model classification

1) online advertising. The most common online profit model, domestic do better is sina, sohu, netease and other portal websites. The emerging online short video website, through the video load before and after the waiting time to play the advertiser's online advertising, on behalf of the yoube abroad, domestic youku, 56, tudou, six rooms and so on.

2) ringtone MMS download, SMS sending, electronic magazine subscription and other value-added forms of telecommunications. Typical examples of this mode are air - net, 3G portal, Zcom, 51, etc.

3) sell products through websites. This is divided into two kinds, one is to sell other people's products through the website, such as taobao, excellence, dangdang, etc., the second is to sell their own products through the website, most foreign trade websites and domestic small and medium-sized enterprises are this model, the website more than can not win.

4) charge for registered members and provide differentiated services from free members. The typical example is alibaba, the model of B2B website in China, as well as some other industry websites, such as chemchina and huicong business information.

5) online game operation, virtual equipment and prop trading. Representative examples are shanda games, netease games, 90% and other game agents.

6) search competition, product investment, classified website and information integration, paid recommendation and profit drawing. Typical ones are baidu, xunlei, hao123, China business online and so on.

7) advertising agencies. Advertising alliance website through the advertiser and webmaster service, price difference sales advertising, profit. Typical examples are advertising alliances, such as eweitian advertising alliance, Iplus advertising alliance, oye advertising alliance and so on.

8) enterprise informatization service. There are four kinds of this kind, one is to help enterprises to build and maintain promotion websites, such as the Chinese enterprise power website, Ming wan, etc., this kind of website is generally combined with B2B and website construction; Second, sales agents of large companies network products, which is almost every network company is doing. The third is to provide basic network services, such as wanwang, xinwang Internet, China channel, business China, etc., many smaller companies are also doing domain name registration, server hosting business. Fourth, network marketing planning and search engine optimization of professional companies.

(iii) analyze the role of website profit model on website development

Profit model is divided into the profit pattern of spontaneous and conscious profit model two kinds, the profit pattern of the former is spontaneous, enterprise how to profit, can the future profit of the lack of a clear understanding, although enterprise profit, but not clear profit pattern is not clear, the profit pattern has the characteristics of concealment, vagueness, lack of flexibility. The latter, that is, the conscious profit model, is the enterprise through the summary of profit practice, the profit model to be consciously adjusted and designed, it has clarity, pertinence, relative stability, environmental adaptability and spirit

Characteristics of activity. In the early stages of the competition in the market and the enterprise the immature stage of growth, enterprise's profit pattern is mostly spontaneous, with the intensification of market competition and enterprise matures, profit model also gradually clear, companies began attaches great importance to the study of market competition and their own profit pattern, in order to find the most suitable for yourself, can let oneself most profitable model. A lot of websites are not making money or even losing money in the initial stage of establishment, and a lot of website finance is gradually entering a dead end of stagnation. For them, analyzing their monetization model and adjusting changes can help the website out of difficulties. And for those who have more fixed, successful profit model of the website, at any time with the development of the Internet will own profit model adjustment to the best, conducive to the healthy, long-term development of the website.

In summary, the profit of a website is nothing more than selling a product or a service or a combination of the two. The difference is that it may sell to others or it may sell to itself.

2. Profit Model Analysis of Information Websites

Nowadays, the society is dominated by information. Passive advertising has aroused people's antipathy, while active advertising has been widely favored. What can be seen now is that almost every local evening newspaper, daily newspaper, daily life and entertainment newspaper are indispensable classified information figure, and the better the newspaper, classified information is often larger. As the amount of interest increases, so does the difficulty of finding it. What's more, these classified information is difficult to save, that day's newspaper read a throw, then can not find. The rise of classified information advertising network, very perfect to solve the traditional classified advertising confusion. Here is not only information, useful information will not be lost, more importantly, it USES the search engine, find up very aspects, fast! That's why AOL's classifieds were able to beat out traditional media classifieds in sales of more than \$20 million a year in just five years. Information website, is the Internet in recent years the emergence of a new type of website. It's like advertising online. Information about all aspects of daily life. Such as 58 with the city net, ganji net, list net, honey net, people net and so on. The most famous of these industries are 58.com and ganji, and their profit models are analyzed

We should often be able to see an advertisement in each big TV station: Yao Chen riding a small donkey to market, talking about "market, ganji net, find a house, find a job, find decoration, find a pet, find a nanny, find a move, buy and sell second-hand goods - ganji net, what have. Believe ganji.com as a classified information website, in everyone's mind has left a deep impression! Below I will introduce ganji net profit model analysis.

(I) profit model analysis of ganji

1) introduction of ganji.com

Founded in 2005, ganji.com is a local city information network platform. It is a start-up company located in Beijing Tsinghua Student Pioneer Park. The website is divided into the most localized information services, such as real estate, friends in the same city, recruitment, part-time jobs, and so on, providing users with user-friendly information services for free. The company is mainly aimed at individual users, allowing users to obtain and publish part-time and recruitment information through the Internet.

2) profit model

3) at present, ganji net income mainly comes from two directions: to develop other regions to join

Because the company that ganji belongs to has IT development ability, so develop the classified information station that can be deployed quickly, gain profit by developing the franchise fee. This trend is obvious, almost every city classification information station do analysis, can find almost the same format and interactive programs in other cities.

4) ADM model (advertising + charging information)

As a classified information website with technical ability, ganji.com makes self-mode income of advertising and charging information by developing a system that separates the homepage and characteristic location from the ordinary publishing interface. Users can post ads for free, but pay to place them in a specific location, such as on the front page. What is particularly rare is that some stations have achieved non-manual intervention. Users can release a series of self-help behaviors from top-up to location selection, which reduces operating costs and improves system efficiency.

(ii) profit model analysis of 58.com

1) introduction of 58.com

58.com is a leading lifestyle classified information website in China, with the largest market share among similar websites in China. 58.com not only provides the classified information

platform with rich resources, high credit and strong interactivity for individual users, but also establishes a full range of marketing solutions for merchants, providing networks and so on. Its services cover all areas of life, providing housing rental, catering and entertainment, recruitment and job hunting, etc

2) profit model

Our aim is "customer satisfaction is our pursuit". Most of 58.com's information is released free of charge. From its establishment in 2005, until 2009, 58.com finally realized double growth and realized its first profit. Before that, 58.com had been operating at a loss. GOOGLE's success story demonstrates this: when you put your users' interests first, you get bigger rewards from them. 58.com has found a way to make money, and is attracting more venture capital.

3. Profit Model of "Dudu Dudu Information Service Park" Website

(a) "dudu dudu information service park" website introduction

Our website is "dudu dudu information service park", which provides part-time jobs for college students. "Beep beep information service garden" is a specialized for undergraduates and graduates from college students part-time platform site, was founded in 2012 in October, a professional audit each recommended projects, research technique, the operation process of the project, is the most professional online part-time project recommend station, site part-time project recommendations and research the Internet only, not any specific operation projects. Site core: college students provide part-time platform.

Purpose: as long as you think the road is right, you should not be afraid of the distance. Service concept: dare to challenge can change to provide a new platform for every college student.

(ii) profit model

"Beep beep garden" information service to transform the traditional students intermediary network "membership fee + advertising" profit model, into a web information service garden "beep beep" part-time early does not charge any membership fees, students and business but charge a small commission, such favorable conditions, will attract a lot of recruiters and apply for the student.

Students: after the formation of employment relationship between enterprises and students, a small amount of intermediary fees will be charged to both sides, because the amount is not large, the payment seems reasonable, and can achieve the effect of "a steady stream".

Attract advertising: businesses also pay for advertising. Since the audience of the website is mainly college students, they can charge a certain fee to advertise for businesses near the school. From the analysis of social benefits of the website, the establishment of the website not only drives the development of social economy, but also creates certain economic benefits for enterprises. Enterprises shorten the time of recruitment, reduce the expenditure on staff recruitment, improve work efficiency and thus increase the income of enterprises. For students, it saves them time to screen recruitment information and reduces the risk of being cheated. This website meets the needs of both parties and promotes social harmony, stability and economic prosperity.

4. Profit Model Reform of "Dudu Dudu" Information Service Park Website

The profit model reform of the website of information service park is shown in figure 1.



Figure 1. Information service park website profit model reform

(a) "dudu dudu" information service park profit deficiencies

1) the website profit model is too single

The current profit model of the website is mainly through the collection of small intermediary fees, such preferential conditions, to attract a large number of recruitment enterprises and students. The profit model of the website is too single, resulting in a meager intermediary fee to maintain the basic operation of the website and pay employees.

2) unstable website profit model

The site is currently only charging intermediary fees this profit model, revenue is very little very unstable, which will make the site in the future can not do strong, do big.

3) too few members

We are a website that provides part-time job platform for college students and those who will graduate from college. At the beginning, it will be difficult to operate, and we don't know much about it. Perhaps no one knows about it, and the number of members is relatively small

(ii) repositioning the profit model of the website of dudu dudu "information service park"

1) adopt various profit models

Too single profit model will only make the site step by step into the dark. Only by repositioning the monetization model can the website last forever. Several profit models can be appropriately provided, such as:

2) collect information fees from members

For example, we will release some part-time jobs of information to users according to their needs every day or every week, so that users can quickly find the part-time jobs they need. We will charge 120 yuan a year, 10 yuan a month and 0.5 yuan a time for information.

3) charge outsourcing fee and advertising fee from enterprises

By collecting outsourcing fees from enterprises, such as: website domain name fee, web design fee, module function fee, post-maintenance fee, promotion fee and additional advertising fee from enterprises.

4) information intermediary fees to help enterprises successfully connect projects with entrepreneurial teams

Because we are the website of intermediary platform, we build a platform for enterprises and entrepreneurial projects. We will help enterprises find the team they need to start a business, and help the team who want to start a business to get sponsorship from the enterprise and collect a certain intermediary fee.

5) stable website profit model

Unstable profit model also can bring a lot of harm to the website. Only stable source of income can (three) make the site long-term business. The following can be used to stabilize the site's profitability:

1) collect website advertising fees

We can charge many enterprises online advertising fees, pay per click, pay per display, pay by volume from the intermediary fees.

2) collect the stage display fee

Our website will publish some latest part-time information every day, from which we will charge different stage display fees to enterprises according to the layout.

In order to attract more customers, we introduce the reformed membership policy. Members can enjoy more discounts.

5) we will release the part-time job information to members in the first time so that they can choose a better part-time job which is more suitable for them.

6) members' information will be published on our website, and they will also be registered on our website for any kind of part-time jobs they want to find. Once employers click on reservation, we will inform you at the first time, which will provide you with more part-time jobs.

7) we charge a lower service fee for our members. For each part-time job we successfully introduce, we only charge a 5% commission (10% commission for ordinary customers).

(iii) future profit model of "dudu dudu" information service park website

(iii) future profit model of "dudu dudu" information service park website

1) value-added services

With the continuous development of online recruitment market, business owners will not be satisfied with pure recruitment services. This website will be integrated enterprise training, talent assessment, human resource management these major functions of human resource integration services will be more and more favored by small and medium-sized business owners. This website to the service function development will be the network recruitment market development trend.

2) cooperation and development

At present, this website has a strong geographical advantage and resources, and this advantage and resources for portal recruitment website attraction is greater, portal recruitment website and local recruitment website to carry out a variety of forms of cooperation or acquisition activities will be the trend of network recruitment market development.

5. Conclusion

The profit of the website is the basic premise of the website development. To fully recognize the basic situation of the website, do a good job in positioning, determine the business model, ready to market changes, and make full use of modern network technology and IT technology, the increase of the amount of information to achieve the website.

Reasonable profit model should focus on developing a core business on the basis of business diversification, and take this core business as a breakthrough to form differentiated competition with other websites. Therefore, on the whole, the advertising business in the future is still the main battlefield of traditional portal websites; With the passage of time, dating sites rely on its unique profit model to mature step by step. Website a hundred schools of thought of profit model contend, each website has its particular profit model, have different income

structure and positioning, also have different flagship products. Therefore, its financial performance, also depends on the level of costs.

Finally, all website profit model needs to be combined with the situation of the website itself, the revenue model is never a concept, and according to their own situation step by step to develop, it only with the reality of the combination of meaningful.

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